

Belgian Hero Heirloom Spoons



To the Glory of Albert

150% Better Than Standard

100 Penny-weight of Pure Silver to Gross

21% Nickel Silver Base

Enlarged Picture of

King Albert Spoon

Actual Size, 6 Inches



Every woman, yes, every man who is not wholly base, has prayed that in the hour of sudden danger, he might be found worthy. To Albert, of Belgium, the test came with lightning suddenness.

Europe had promised Belgium peace on condition that she should not depart from neutrality. If she allowed any nation to cross her border in order to attack another, that would be breaking the covenant which guaranteed her neutrality.

King Albert had to decide whether he should keep faith with this covenant, thereby courting death for himself and ruin for his people, or whether with his little army he should try to resist the most powerful military force that had ever been assembled in the world's history.

Today, King Albert is the world's hero, because in the eyes of all mankind he has given an example of unsullied valor. He led his people forth into the straight path that is trodden by men who reckon not of danger when honor is at stake. Majestic in stature, noble in nature, pure in heart—he has retained the modesty of greatness amid all the plaudits of unnumbered multitudes.

Through the lofty deeds of such a Sovereign a whole nation is exalted. Far beyond the bounds of Belgium, a thousand million are made to feel that there are some things in life which cannot be bought and sold; some things that are far more precious than even life itself.

One man is the hero of his family; another is the hero of his city; a third is the hero of his country. Albert of Belgium, amid heart-breaking sorrows and the daily dangers of death, has reached a pinnacle which is still loftier—for today he stands forth as the Hero of Mankind.

Four Beautiful Heavy Silver Spoons

King Albert Queen Elizabeth General Leman Cardinal Mercier

Start your collection of Belgian Hero Heirloom spoons Saturday. Do not wait until next week. Millions of Americans will want this King Albert Spoon and other Belgian Hero Spoons—Queen Elizabeth, General Leman, the hero defender of Liege, and Cardinal Mercier, the hero archbishop of Malines. Get your King Albert Spoon today or put in your order for all four of the Belgian Hero Heirloom Spoons.

These are not merely "Souvenirs." These are HEIRLOOM Spoons. These are the genuine Wm. A. Rogers, Ltd., Horseshoe Brand Quality Silverware Spoons. 100 pennyweight pure silver on 21% nickel silver base. 150% better than standard silver plate. Look for the Horseshoe trademark on the back of every spoon—the guarantee of this well-known firm.



Every Genuine Heirloom Spoon is wrapped with this guarantee. These Belgian Hero Heirloom Spoons are made only by Wm. A. Rogers, Ltd., and are sold only by high-class dealers. Below are the names of dealers from whom you can buy the King Albert Spoons now, and who will take your order for the other three Belgian Hero Heirloom Spoons.

Belgian Hero Heirloom Spoons

America has already shown her heartfelt sympathy for the suffering of Belgium and her appreciation of Albert, the Hero King, and the other Belgian heroes, by contributing millions of money and scores of shiploads of food and clothing.

Now, every American has an opportunity of buying a personal memorial of King Albert, engraved in enduring silver, a memorial that will last from generation to generation and can be handed down to posterity as an heirloom.

Because of the historic character of these Heirloom spoons and because they will be treasured for generations as Heirlooms, the manufacturers have made them in their highest Quality Silverware, their "Horseshoe Brand," to perpetuate the memory of King Albert of Belgium, the World's Hero, and the other Belgian Heroes.

Wm. A. Rogers

HORSESHOE BRAND

SPOONS

are, as everybody knows, the well-known Standard of Fine Silverware.

Spoons of such fine base metal (21% nickel silver), so heavily plated (100 pennyweight) and sectionally reinforced, and of such beautiful workmanship and artistic design, should sell for 50c EACH, but we are selling these Heirloom Spoons at 25c EACH, that a million more lovers of fine silver may better appreciate the superiority of Wm. A. Rogers "Horseshoe Brand" Silverware.

Each spoon bears the great seal and National Emblem of Belgium and the picture of King Albert, beneath which the name ALBERT stands out in bold relief. The bowl is plain standardized finish for table use. The silversmiths' art of designing and workmanship are of the most exquisite quality.

Order of your dealer (or by mail) a set of Belgian Hero Heirloom Spoons for each one of your children and for your out-of-town friends.

Just think what such an heirloom will mean after this war is over and for all the years to come.



Usual 50 Cent Value

For Only 25 Cents

150% Above Standard. Silversmiths regard, as standard, 40 pennyweight of silver to the gross of spoons on 18% nickel base. These Belgian Hero Heirloom Spoons contain 100 pennyweight of pure silver to the gross on 21% nickel silver base. Consequently, you can see that they are 150% better than standard.

King Albert Heirloom Spoons, 25 cents each, at the Following Leading Stores:

- DOWNTOWN SHOPPING DISTRICT**
- Jewelry Stores—
 - H. Jacobson, 138 N. 5th St.
 - Chas. H. Johnson, 200 N. 15th St.
 - The Palace Jewelry Shop, 501 Market St.
 - and Chestnut St., near 9th St.
 - M. Rosenbaum, 222 N. 5th St.
 - E. J. Schloss, 1235 Market St.
 - Hardware Stores—
 - W. H. & G. W. Allen, 118 Market St.
 - J. B. Shannon Hardware Co., 518 Chestnut.
 - Morris Shapiro, 127 N. 5th St.
 - Missionary Stores—
 - Philip Sander, 424 Market St.
 - F. A. Ryan, 630 Market St.
 - Phillip Nollan & Novelty House, 222 Market.
- OUTSIDE OF PHILADELPHIA**
- ATLANTIC CITY, N. J.**
- Brooks' Drug Store, 2200 Atlantic Ave.
 - Main's Pharmacy, Pacific, Cor. 7th Avenue.
 - John's Pharmacy, Atlantic & Ohio Aves.
 - Robinson, Grace & Atlantic & Illinois Aves.
- Outside of Phila.—continued on Page 2

- NORTH PHILADELPHIA**
- Department Store—
- Hoyt & Sons, 1629 Ridge Ave.
- Drug Stores—
- A. Anderson & Wear, Broad & Fairmount.
 - Arnold, H. P., 5th & Allegheny Ave.
 - Bier, Howard J., 2234 Ridge Ave.
 - Bartholomew, Asa, 2449 Kensington.
 - Bartholomew, Asa, Front & Wyoming.
 - Bills, Henry C., 4011 N. 9th St.
 - Bingham, H. C., Ridge, Callowhill & 10th.
 - Boesch, Theo. K., 6825 Ave. & York Road.
 - Bingman, M. S., 1913 & Susquehanna.
 - Brouder's Pharmacy, 234 & Columbia Ave.
 - Carpenter, Wm. A., 2013 & Parrish Sts.
 - Ciccione & Martin, 8th & Ridge St. Lane.
 - Cump, H. G., Diamond St. cor. Ridge Ave.
 - Cummins Bros., 2149 N. Broad St.
 - Darrab, D. Wayne, 11th & Montgomery.
 - Davis, S. H., Torr Road & Green Lane.
 - Dixon, Harry, 29th & Lehigh Ave.
 - Eberhardt's Pharmacy, 11th & Montgomery.
 - Ehrlich's Pharmacy, 12th & Columbia Ave.
 - Elliott's Pharmacy, 7th & Chestnut Sts.
- North Philadelphia—continued on Page 2

- WEST PHILADELPHIA**
- Department Store—
- McCarthy, J. F., 9019 Haverford Ave.
 - Morton, Wm., 2152 Lancaster Ave.
- Drug Stores—
- Allen, M. D., 521 & Archwood.
 - Baltimore Pharmacy Co., 224 & Walnut Sts.
 - Bickwood, R. T., 524 & Girard Ave.
 - Hill, R. S., 361 & Chester Ave.
 - Hans, Samuel, 222 & Parkside Ave.
 - Hight, W. A., 4000 Girard Ave.
 - Hutner, Walter T., 48th & Lancaster Ave.
 - Cable, J. O., 5013 & Chestnut Sts.
 - Dell's Co., 12th & 20th Locust Ave.
 - Cedar Pharmacy, 402 & 60th St.
 - Cloud, Harlan, Darby, Penna.
 - Foxley Pharmacy, 902 Main St., Darby.
 - Duggs, J. Philip, 2647 Market St.
 - Dell's Co., 12th & 20th Locust Ave.
 - Dunlop's Pharmacy, Clifton Heights, Pa.
 - Davis & Jessup, 501 Baltimore Ave.
 - Dieterich, F., 61st & Girard Ave.
 - East, William, 234 & Woodland Ave.
 - Travis Drug Store, 4811 Woodland Ave.
 - Fletcher, W. P., 3033 Spruce St.
- West Philadelphia—continued on Page 2

- SOUTH PHILADELPHIA**
- Drug Stores—
- Arnold's Pharmacy, 13th & Ellsworth.
 - Acove, F. L., 13th & Market Sts.
 - Allen, Earl A., 1501 Ritter St.
 - Bier & Snyder, 15th & Tesser Sts.
 - Bier & Snyder, 11th & Christian Sts.
 - Hare & Snyder, 11th & Federal Sts.
 - Bartholomew, E., 18th & Wharton Sts.
 - Becker, John J., N. W. Cor. 13th & Wharton.
 - Brademan, E. C., 9th & Wolf Sts.
 - Campbell & Bro., 15th & Market Sts.
 - Carson, Frank, 8th & Callowhill Sts.
 - Cheskin, Sam'l M., 3rd & Monroe Sts.
 - Clark, Richard, 12th & Wolf Sts.
 - Davis, S. H., S. E. Cor. 13th & Ritter Sts.
 - Davis, S. H., S. E. Cor. 17th & Dickinson.
 - Devlin, J. J., S. E. Cor. 20th & Porter.
 - Stevenson, M. W., W. Cor. 11th & Bainbridge.
 - Franklin, J., 2nd & Market Sts.
 - Franklin, J., S. E. Cor. 8th & Bainbridge.
 - Gilman, E. W., S. E. Cor. 12th & Federal Sts.
 - Goldhaber, J., 2nd & Wolf Sts.
 - Goldhaber, J., 11th & Market Sts.
 - Goldhaber, J., 8th & Wharton Sts.
- South Philadelphia—continued on Page 2

Mail Order Coupon



Order King Albert Spoons of your dealer and place order for the other three Belgian Hero Spoons. If, however, you cannot get them from your dealer, you can send 25 cents (plus 2 cents for postage) for the King Albert Spoon, or \$1.00 for the four Belgian Hero Spoons. Postpaid. Write plainly.

Name.....

Address.....

Address Mail Orders to Wm. A. Rogers, Ltd., New York Office, 12 Warren Street